

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claims 1-2 (cancelled).

Claim 3 (withdrawn): A computer-readable medium having computer-executable instructions for performing steps comprising:

receiving demographic information at a server;

the server comparing the demographic information received to a demographic values stored in one or more rules clauses stored in one or more files stored in one or more files stored in a package of files;

the server selecting files from the package based on the comparison; and

the server sending the selected files to a client, wherein the selected files contain one or more rules executed by the client to determine whether the one or more rules are satisfied by the client-based user data.

Claim 4-5 (cancelled).

Claim 6 (currently amended): A rules evaluation system for a user computer comprising:

a client-server environment;

a rules-based agent resident on said user computer in said client-server environment and having a plurality of rule clauses for evaluating data, wherein the rules clauses comprises one or more required rules clauses and one or more optional rules clauses;

at least one targeted advertising trigger having functionality to notify the rules-based agent to begin evaluating said data when the at least one target advertising trigger detects a change in one or more of hardware presence, software presence, user behavior, and time, wherein said data evaluation relates to said change;

a plurality of data providers to provide said data for evaluation; and

at least one action for providing information based upon the evaluated data, wherein an action is performed provided all the required rules clauses and at least one of the optional rule clauses are satisfied, and wherein at least one of the said at least one action comprises displaying a message to a user and a prompt associated with said target advertising triggers, and wherein said prompt leads to a sale.

Claim 7 (original): The rules evaluation system of claim 6, wherein the trigger is based upon user activity.

Claim 8 (original): The rules evaluation system of claim 6, wherein the trigger is based upon time.

Claim 9 (original): The rules evaluation system of claim 6, wherein the trigger is based upon computer online activity.

Claim 10 (original): The rules evaluation system of claim 6, wherein the trigger is based upon hardware present in the computer.

Claim 11 (original): The rules evaluation system of claim 6, wherein the trigger is based upon software present in the computer.

Claim 12 (original): The rules evaluation system of claim 6, wherein rule clauses can be added dynamically.

Claim 13 (original): The rules evaluation system of claim 6, wherein triggers can be added dynamically.

Claim 14 (original): The rules evaluation system of claim 6, wherein data providers can be added dynamically.

Claim 15 (original): The rules evaluation system of claim 6, wherein actions can be added dynamically.

Claim 16 (original): The rules evaluation system of claim 6, wherein the data provider detects a level of ink in the user's printer.

Claim 17 (original): The rules evaluation system of claim 6, wherein the data provider detects a speed of the user's computer hard drive.

Claim 18 (original): The rules evaluation system of claim 6, wherein the data provider detects an amount of memory installed on the user's computer.

Claim 19 (original): The rules evaluation system of claim 6, wherein the data provider detects downloaded software.

Claim 20 (original): The rules evaluation system of claim 6, wherein the action is a pop-up box displayed to the user.

Claim 21 (original): The rules evaluation system of claim 6, wherein the action is an e-mail sent to the user.

Claim 22 (original): The rules evaluation system of claim 6, wherein the action is a link to a related website presented to the user.

Claim 23 (original): The rules evaluation system of claim 6, wherein the action is a video displayed on the user's computer.

Claim 24 (cancelled).

Claim 25 (new): The rules evaluation system of claim 6, wherein the user receives the message without having to disclose personal data to an outside entity.

Claim 26 (new): The rules evaluation system of claim 6, wherein said at least one targeted advertising trigger notifies the rules-based agent to begin evaluating said data when the at least one target advertising trigger detects that a print job has been completed, and wherein the rule-based evaluates whether a current ink level of a printer is lower than a predetermined threshold, and displays information regarding a new ink cartridge.

Claim 27 (new): The rules evaluation system of claim 6, wherein said at least one targeted advertising trigger notifies the rules-based agent to begin evaluating said data when the at least one target advertising trigger detects that the user uses the user computer on a battery for a predetermined period, and wherein the rule-based evaluates the battery and displays information regarding a longer lasting battery.